

<i>SERFF Tracking Number:</i>	<i>GEFA-127130525</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Genworth Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>48541</i>
<i>Company Tracking Number:</i>			
<i>TOI:</i>	<i>LTC03I Individual Long Term Care</i>	<i>Sub-TOI:</i>	<i>LTC03I.001 Qualified</i>
<i>Product Name:</i>	<i>Long Term Care Insurance</i>		
<i>Project Name/Number:</i>	<i>PC Flex Choose a Leader Brochure/116100</i>		

Filing at a Glance

Company: Genworth Life Insurance Company		
Product Name: Long Term Care Insurance	SERFF Tr Num: GEFA-127130525	State: Arkansas
TOI: LTC03I Individual Long Term Care	SERFF Status: Closed-Filed-Closed	State Tr Num: 48541
Sub-TOI: LTC03I.001 Qualified	Co Tr Num:	State Status: Filed-Closed
Filing Type: Advertisement		Reviewer(s): Harris Shearer, Stephanie Fowler
	Author: Andy Zimmerman	Disposition Date: 04/28/2011
	Date Submitted: 04/20/2011	Disposition Status: Filed-Closed
Implementation Date Requested: On Approval		Implementation Date:
State Filing Description:		

General Information

Project Name: PC Flex Choose a Leader Brochure	Status of Filing in Domicile: Not Filed
Project Number: 116100	Date Approved in Domicile:
Requested Filing Mode: Review & Approval	Domicile Status Comments:
Explanation for Combination/Other:	Market Type: Individual
Submission Type: New Submission	Individual Market Type:
Overall Rate Impact:	Filing Status Changed: 04/28/2011
	State Status Changed: 04/28/2011
Deemer Date:	Created By: Andy Zimmerman
Submitted By: Andy Zimmerman	Corresponding Filing Tracking Number:
Filing Description:	
This institutional advertisement will be used by Genworth Life Insurance Company and its licensed insurance agents and brokers to promote our company as a seller of long term care insurance and to generate interest in various Genworth Life Insurance Company long term care insurance policies.	

Genworth Life Insurance Company's Long Term Care Insurance Policy 7052 was filed and approved on November 22, 2010 by your Department under SERFF Tracking Number GEFA-126825424.

Group Long Term Care Insurance Policy form series 7050 was filed and approved on September 11, 2008.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

SERFF Tracking Number: GEFA-127130525 State: Arkansas
 Filing Company: Genworth Life Insurance Company State Tracking Number: 48541
 Company Tracking Number:
 TOI: LTC03I Individual Long Term Care Sub-TOI: LTC03I.001 Qualified
 Product Name: Long Term Care Insurance
 Project Name/Number: PC Flex Choose a Leader Brochure/116100

Company and Contact

Filing Contact Information

Andy Zimmerman, Advertising Review Analyst andy.zimmerman@genworth.com
 6620 W. Broad Street 804-484-3949 [Phone]
 Long Term Care 804-281-6334 [FAX]
 Bldg. #4, 2nd Floor
 Richmond, VA 23230-1700

Filing Company Information

Genworth Life Insurance Company CoCode: 70025 State of Domicile: Delaware
 6610 W Broad Street Group Code: 350 Company Type: LifeHealth & Annuity
 Richmond, VA 23230 Group Name: State ID Number:
 (804) 281-6600 ext. [Phone] FEIN Number: 91-6027719

Filing Fees

Fee Required? Yes
 Fee Amount: \$50.00
 Retaliatory? No
 Fee Explanation: AR Filing fee=\$50 per advertisement. One advertisement submitted=\$50
 Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Genworth Life Insurance Company	\$50.00	04/20/2011	46769545

SERFF Tracking Number:	GEFA-127130525	State:	Arkansas
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Company Tracking Number:			
TOI:	LTC03I Individual Long Term Care	Sub-TOI:	LTC03I.001 Qualified
Product Name:	Long Term Care Insurance		
Project Name/Number:	PC Flex Choose a Leader Brochure/116100		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Stephanie Fowler	04/28/2011	04/28/2011

<i>SERFF Tracking Number:</i>	<i>GEFA-127130525</i>	<i>State:</i>	<i>Arkansas</i>
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Disposition

Disposition Date: 04/28/2011

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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<i>Product Name:</i>	<i>Long Term Care Insurance</i>		
<i>Project Name/Number:</i>	<i>PC Flex Choose a Leader Brochure/116100</i>		

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Cover Letter	Filed-Closed	Yes
Form	Choose a LTCI Leader Brochure	Filed-Closed	Yes

SERFF Tracking Number:	GEFA-127130525	State:	Arkansas
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Company Tracking Number:			
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Product Name:	Long Term Care Insurance		
Project Name/Number:	PC Flex Choose a Leader Brochure/116100		

Form Schedule

Lead Form Number: 116100 02/15/11

Schedule Item	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
Filed-	116100	Advertising	Choose a LTCI	Initial			116100_0215
Closed	02/15/11		Leader Brochure				11_statefiling.pdf
04/28/2011							

Choose a long term care insurance leader

Long Term Care Insurance

Genworth Financial 



Underwritten by
Genworth Life Insurance Company, Richmond, VA

A Company You Can Trust

Selecting a long term care insurance company is an important decision. You want a company you can trust to help protect your lifestyle as you grow older – one that offers a portfolio of insurance plans with comprehensive benefits and a track record of paying claims. You want a company with a respected and recognized name.

Genworth Life Insurance Company gives you all this and more. Our Long Term Care Insurance Division is an industry leader,¹ and we have been offering long term care insurance since 1974. We believe our experience and expertise set us apart from the rest and make us the best choice for helping protect your future.

A Member of the Family

Genworth Life Insurance Company is a member of the Genworth Financial family of companies. You can depend on us to provide you with excellent service and quality long term care insurance plans.



¹ LifePlans 2009 Long Term Care Individual and Group Association Top Writers Survey Results. Based on number of individual policies sold in 2009 and individual annualized premium in force as of 12/31/09.

Comprehensive, Tax-Qualified Plans

Our portfolio of long term care insurance plans combines benefits and features with outstanding choice and flexibility. In addition, our insurance plans are designed to qualify under specific federal standards for income tax advantages.²

Because everyone has different needs, we have a broad range of plans from which you can choose.

Reputation for Integrity and Paying Claims

Meeting the needs of our more than 1,000,000 policyholders³ is not only our priority, it's our promise. We have paid more than \$6.2 billion in long term care claims.³

We Can Help

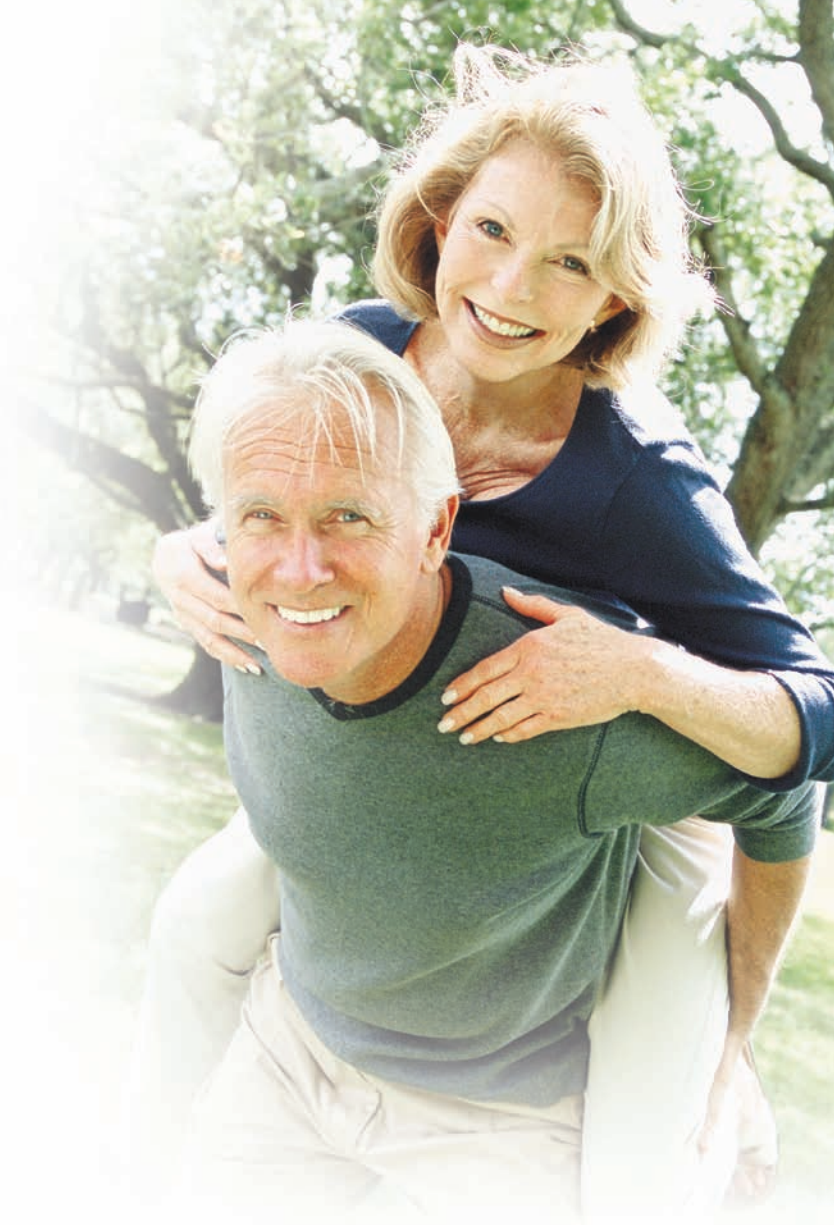
- Preserve your financial independence.
- Protect the savings and assets you've spent a lifetime accumulating.
- Avoid relying solely on your family and friends for support.
- Ensure you have more choices in where and how you receive long term care services.

A Promise

Any insurance plan is only as good as the company behind it. Choose a company you can trust. We're here for the long term – today, tomorrow, and in the years to come.

² Not intended as tax advice. You should ask your independent tax and legal advisor for advice based on your particular situation.

³ As of June 2010.



Genworth Life Insurance Company

LONG TERM CARE INSURANCE

6620 West Broad Street

Richmond, VA 23230

This is a solicitation of insurance. An insurance agent/producer will contact you. Not all policies are available in all states. Details about the benefits, costs, limitations and exclusions of these long term care insurance policies will be provided to you by a licensed insurance agent/insurance producer.

Insurance and annuity products:	<ul style="list-style-type: none">• Are not deposits.• May decrease in value.	<ul style="list-style-type: none">• Are not insured by the FDIC or any other federal government agency.• Are not guaranteed by a bank or its affiliates.
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Supporting Document Schedules

		Item Status:	Status
			Date:
Satisfied - Item:	Cover Letter	Filed-Closed	04/28/2011
Comments:			
Attachment:			
	AR Filing Letter PC FLEX Choose a Leader 116100 021511.pdf		



Long Term Care Insurance

6620 West Broad Street Building 4
Richmond, VA 23230

April 20, 2011

Arkansas Department of Insurance
1200 West Third Street
Little Rock, Arkansas 72204

ATTN: Mr. John Shields

Re: **ADVERTISING FILING ACCIDENT AND HEALTH INSURANCE**
GENWORTH LIFE INSURANCE COMPANY NAIC# 70025
Institutional Advertisement
Choose a LTCI Leader Brochure-116100 02/15/11

Dear Mr. Shields:

On behalf of Genworth Life Insurance Company, I submit for your review and approval a copy of the above referenced advertising material intended for use in the state of Arkansas. The filing fee of \$50 is being transmitted via EFT on the SERFF filing system.

This institutional advertisement will be used by Genworth Life Insurance Company and its licensed insurance agents and brokers to promote our company as a seller of long term care insurance and to generate interest in various Genworth Life Insurance Company long term care insurance policies.

Genworth Life Insurance Company's Long Term Care Insurance Policy 7052 was filed and approved on November 22, 2010 by your Department under SERFF Tracking Number GEFA-126825424.

Group Long Term Care Insurance Policy form series 7050 was filed and approved on September 11, 2008.

This advertising material is new and does not replace any advertisement filed by Genworth Life Insurance Company.

If you should have any questions, please call me at our toll free phone number, 1-800-284-5568, extension 8133949, fax me at 804-662-2596 or e-mail me at Andy.Zimmerman@genworth.com.

Sincerely,

Andrew A. Zimmerman

Andrew A. Zimmerman
Genworth Life Insurance Company
Sr. Advertising Compliance Analyst
Compliance/Advertising Review
Andy.Zimmerman@genworth.com